



Sponsorship and Exhibitor Opportunities

Sunday, October 9, 2016
Silver Spring Civic Center
11:00 am – 4:00 pm

Sponsorship and Exhibition Opportunities at the Montgomery County Birth and Babies Fair are limited and are subject to approval by the Eat-Sleep-Love Birth & Babies Fair. For those desiring the full benefits of sponsorship, this form must be submitted along with payment by August 26, 2016. Exhibitors must complete the form and submit payment no later than September 9, 2016. An Early Bird Discount of 10% will be given to those registering by August 1, 2016 by entering code EARLYBIRD.

Title Sponsorship: \$3,300.00

Be the premier sponsor of the ESLBBF with the Title Sponsorship. Limited to one organization, this sponsorship gives you the greatest visibility at the event. Sponsorship includes:

- Company logo, link and description prominently displayed on all event signage, materials, advertising, website, goody bag, and printed event guide
- Double booth in first choice of placement in the Exhibit Hall
- Opportunity to lead one workshop or moderate a panel (topic to be approved by ESLBBF)
- Opportunity to include one item in the goody bag – can be a brochure, flyer, coupon, or product (no larger than 8", please). Sponsor must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016
- One full-page ad in the printed event guide (sponsor to provide camera-ready art)
- Three dedicated shout-outs on ESLBBF Facebook page and additional shout-outs as appropriate in announcing new events added to the Fair
- Opportunity to send one dedicated e-blast (via ESLBBF) to all event attendees following the event

Exhibits Sponsor - \$1,700.00

Show parents your commitment to bringing them the best resources the DC area has to offer!
Sponsorship includes:

- Company logo displayed on all exhibits signage and prominently on overarching event signage
- Company logo, link and description included in all ESLBBF materials, including the website and all areas relevant areas of the printed event guide
- Double booth in premium location in the Exhibit Hall

- Opportunity to include one item in the goody bag – can be a brochure, flyer, coupon, or product (no larger than 8”, please). Sponsors must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016
- One full-page ad in the printed event guide (sponsor to provide camera-ready art)
- Two dedicated shout-outs on ESLBBF Facebook page and recognition in all references to the Exhibit Hall’s availability at the ESLBBF

Babywearing Lounge Sponsor - \$1,400.00

Highlight babywearing by sponsoring our Babywearing Lounge, a place for all attendees to drop by, learn about babywearing, and try on carriers. Limited to one organization, the Babywearing Lounge will be open to all attendees and located immediately in front of the entrance to the Fair. Sponsorship includes:

- Company logo displayed at front of Babywearing Lounge
- Company logo, link and description included in all ESLBBF materials, including the website, advertising, and all areas relevant areas of the printed event guide
- Opportunity to lead one workshop or moderate a panel (topic to be approved by ESLBBF)
- Table with promotional material available in the Babywearing Lounge
- Opportunity to include one item in the goody bag – can be a brochure, flyer, coupon, or product (no larger than 8”, please). Sponsors must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016
- One half-page ad in the printed event guide (sponsor to provide camera-ready art)
- Two dedicated shout-outs on ESLBBF Facebook page and recognition in all references to the Babywearing Lounge availability at the ESLBBF
- Opportunity to send one dedicated e-blast (via ESLBBF) to all event attendees following the event

Programming Track Sponsor: Pregnancy and Childbirth, Family Life and Care, and Infancy and Toddlers - \$1,100.00 each

Showcase your knowledge as the sponsor of one of our educational tracks – Pregnancy and Childbirth, Infancy and Toddlers, and Family Life and Care. Limited to one organization per track, this sponsorship gives you top billing associated with our educational content. Sponsorship includes:

- Company logo displayed on all classroom/workshop signage and prominently on overarching event signage
- Company logo, link and description included in all ESLBBF materials, including the website, advertising, and all areas relevant areas of the printed event guide
- Opportunity to lead one workshop or moderate a panel (topic to be approved by ESLBBF)
- Booth in premium location in the Exhibit Hall
- Opportunity to include one item in the goody bag – can be a brochure, flyer, coupon, or product (no larger than 8”, please). Sponsor must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016
- One half-page ad in the printed event guide (sponsor to provide camera-ready art)
- Two dedicated shout-outs on ESLBBF Facebook page and recognition in all references to the track’s availability at the ESLBBF
- Opportunity to send one dedicated e-blast (via ESLBBF) to all event attendees following the event

Children's Play Area Sponsor - \$750.00

Be the answer to parents' prayers with your sponsorship of the essential break room – the Children's Play Area! Limited to one organization, sponsorship includes:

- Company logo prominently displayed on room signage
- Opportunity to host and staff (one person only) have a table with promotional material (spotlighted in the Children's Play Area at the ESLBBF)
- Opportunity to supply and/or lead activities in the play area
- Opportunity to include one item in the goody bag – can be a brochure, flyer, coupon, or product (no larger than 8", please). Sponsor must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016
- One half-page ad in the printed event guide (sponsor to provide camera-ready art)
- One dedicated shout-out on ESLBBF Facebook page and recognition in all references to the play area's availability at the ESLBBF
- Company logo, link, and description on ESLBBF website
- Company name and description in the printed event guide

Lactation Room Sponsor - \$750.00

Sponsor the lactation room for the event! Sponsorship includes:

- Private room near educational sessions with company logo prominently displayed on room
- Opportunity to host and staff a table (one person only) with promotional material
- Opportunity to include one item in the goody bag – can be a brochure, flyer, coupon, or product (no larger than 8", please). Sponsor must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016
- One half-page ad in the printed event guide (sponsor to provide camera-ready art)
- One dedicated shout-out on ESLBBF Facebook page and recognition in all references to the Lactation Room at the ESLBBF
- Company logo, link, and description on ESLBBF website
- Company name and description in the printed event guide

Nonprofit Pavilion Sponsor - \$750.00

Opportunity to show support for local community organizations by sponsoring the room and tables for up to 5 organizations, proposed by Sponsor and approved at the discretion of ESLBBF. Organizations selected will support the maternity and parenting industry, and would otherwise be unable to exhibit at the fair. Sponsorship includes:

- "Nonprofit Pavillion brought to you by" signage at the front of the Nonprofit Pavillion, a dedicated section on the Exhibit Hall Floor
- Opportunity to include one item in the goody bag – can be a brochure, flyer, coupon, or product (no larger than 8", please). Sponsor must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016
- Company logo, link, and description on ESLBBF website
- Company name and description in the printed event guide

Vendor Morning Coffee Sponsor and Afternoon Snack Sponsor - \$600.00 each

Great opportunity for those who provide a product or service to those who support the parenting industry! This sponsorship puts you in front of all of the ESLBBF sponsors and exhibitors at their private coffee and snack station. Sponsorship includes:

- Opportunity to send a dedicated email blast (via ESKBBF – can be pre- or post-Fair) to all sponsors and exhibitors
- “Brought to you by” signage at the coffee and snack station
- Company logo, link, and description on ESLBBF website
- Company name and description in the printed event guide

Exhibitor Plus - \$400.00

Includes all the benefits of a regular Exhibitor (below), plus increases the exposure for your booth or demo hours when you include your information in our in-demand goody bag, which is provided to the first 250 Fair attendees at no cost and features resources, coupons, giveaways and more. One item only – can be a brochure, flyer, coupon, or product (no larger than 8”, please). Sponsor must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016.

Exhibitor - \$275.00

Engage with attendees from a table in our Exhibit Hall. All exhibits include:

- Standard folding table, tablecloth and two chairs
- Company logo, link, and description on ESLBBF website
- Company name and description in the printed event guide

Exhibitors may sell food and/or offer food samples from their tables. Limited access to power is available on a first-come first-served basis.

Goody Bag Sponsor - \$500.00

Put your logo in front of 250 attendees on the day of the Fair plus on an ongoing basis as they carry you with them to the grocery store for even more exposure! Limited to one organization, sponsorship includes:

- Prominent placement of your logo on our in-demand goody bag, which is provided to the first 250 Fair attendees at no cost and features resources, coupons, giveaways and more. Design also includes the ESLBBF and title sponsor logos
- Opportunity to include one item in the goody bag – can be a brochure, flyer, coupon, or product (no larger than 8”, please). Sponsor must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016
- Company logo, link, and description on ESLBBF website
- Company name and description in the printed event guide

Event Guide Sponsor - \$500.00 or in kind

Put your logo in the hands of all Fair attendees! Sponsorship includes:

- Prominent placement of your logo on the cover of our event guide. Design also includes the ESLBBF and title sponsor logos
- Opportunity to include one item in the goody bag – can be a brochure, flyer, coupon, or product (no larger than 8”, please). Sponsor must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016
- Company logo, link, and description on ESLBBF website
- Company name and description in the printed event guide

Event Guide Advertising – Full Page - \$175.00; Half Page - \$100.00

Increase your visibility with a display ad in our event guide, which is provided at no cost to all attendees and includes details on workshops, exhibitors and sponsors. All art must be camera-ready and emailed in high-resolution PDF to the Eat-Sleep-Love office by Friday, September 23, 2016.

Resource Provider - \$150.00

Can't make it to the Fair, but still want to get your name out? Include your information in our in-demand goody bag, which is provided to the first 250 Fair attendees at no cost and features resources, coupons, giveaways and more. One item only – can be a brochure, flyer, coupon, or product (no larger than 8”, please). The Resource Provide must provide 250 of the item and deliver to the Eat-Sleep-Love office by Friday, September 23, 2016.

Raffle Contributor Free

Give attendees an opportunity to experience your value when you contribute to our raffle! All attendees will be given one raffle ticket with their admission and have the opportunity to purchase additional tickets to support our fundraiser for Babywearing International of DC-MD-VA. Your name and item/service description will be listed on the Fair website and may be highlighted in our raffle promotions, including on social media, in the event guide and in advertising. Items or services must have a value of \$50 or more. For services, contributors must honor a 12-month expiration date for winners to claim prizes and provide a gift certificate along with informational materials. All contributions must be delivered to the Eat-Sleep-Love office by Friday, September 23, 2016.